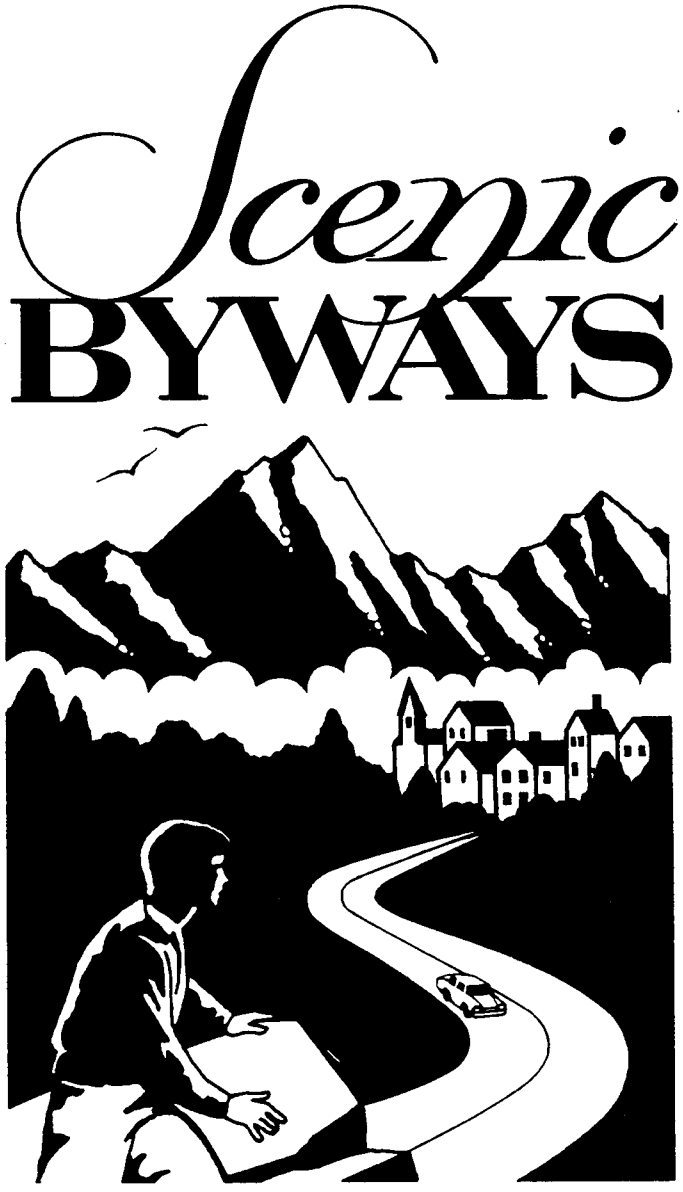
U.S. Department
of Transportation

**Federal Highway
Administration**

Final Case Study for the National Scenic Byways Study

Planning Roadside Information: Oregon Highway 30 Case Analysis



September 1990

NOTICE

Final Case Study

for the

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PLANNING ROADSIDE INFORMATION: OREGON HIGHWAY 30 CASE ANALYSIS

SEPTEMBER 1990

Prepared for
The Federal Highway Administration

Submitted by
The Oregon Economic Development Department

595 Cottage, NE
Salem, Oregon 87310
503-373-1200

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ACKNOWLEDGEMENTS

Several individuals provided very valuable support for this project, for which we would like to express our appreciation. Sam McKinney of the Oregon Historical Society helped frame the research questions, provided a very thorough inventory and review of the attractions in the Highway 30 corridor, and assisted with the field work. Mary McArthur of the Oregon Tourism Alliance also assisted with the definition of project objectives and made suggestions which were instrumental in selecting the project's research methodology. Mike Wetter, the project coordinator in the Oregon Economic Development Department, provided direction and suggestions throughout the project and was a valuable member of the field team.

Finally, we want to express our thanks to the individual review group members who so readily offered us their reactions and suggestions.

I. INTRODUCTION

This research project, sponsored by the Oregon Economic Development Department and the U.S. Highway Administration, investigates the design of scenic routes and outlines a scenic route planning process, focusing in particular on signing for significant attractions or features which are in or associated with the highway corridor. The analysis is based on a case study of U.S. Highway 30 from the outskirts of Portland to and including the City of Astoria. This portion of Highway 30 follows the lower reaches of the Columbia River and passes through the Coast Range before ending at U.S. Highway 101 on the Oregon coast.

The scope and timing of the contract for the research project limited the study to this specific location, a limited set of issues, and to a six-week period.

Scenic Route Planning Objectives

This project exemplifies how planning for scenic routes can be undertaken. Such planning should always be done when establishing a scenic route and has several important benefits:

- Helps assure that the route contains attractions which merit scenic route designation
- Documents the range of attractions available for visitors and establishes attractions categories for purposes of interpretation and signing
- Analyzes the relative attractiveness of the scenic route's features and attractions and helps establish attractions priorities for signing and other purposes
- Provides specific suggestions for how interpretation and directional signing should be provided and how scenic route marketing should be conducted

It is particularly important that scenic route planning focus on more than simply attracting additional traffic to a particular road segment. Visitors should be provided clear opportunities to spend more time along the route, to learn more of the area's history and features, and to patronize area businesses in order to provide economic benefits within the scenic route corridor. A corridor should be viewed as a linear destination area which includes a variety of individual attractions and destinations. The scale of these attractions would vary substantially between routes: from simple pulloffs and overviews, to trails and spur routes, to interpretive, recreational and other visitor facilities in the corridor. Whatever the scale, travelers along the route should be encouraged to tarry, learn and enjoy. To not do so suggests to the traveler that they simply drive through the area enjoying only the visual resources. The local economic benefits of this travel pattern are very limited.

Moreover, a scenic route should also exemplify and represent that which is of high quality in a destination region: particularly good scenic resources, interesting history, high quality recreation, etc. The route should be planned to allow visitors to understand and appreciate this quality, and in so doing consider extending their stay and/or returning for a later visit.

Establishing and maintaining a scenic route involves a number of steps, including but not limited to designating the route, providing signing for the route and the attractions it includes, establishing land use and visual resource controls, and assuring for adequate roadway and other facility maintenance. An established route also should be marketed in the same manner as other visitor attractions in the destination region. As discussed above, this report focuses primarily on signing and associated aspects of providing attractions within the scenic route corridor.

Research Objectives

The primary objective of the project, as stated in the original proposal to the FHWA, was to

> design an integrated system of roadside information for the support of tour routes which includes detailed information about how to mark and interpret historic sites and special places.

Given the limitations on time and funds, an important objective was to specify and illustrate a procedure by which such roadside information systems could be developed in other locations in the U.S. As discussed above, the procedure described in this report represents one part of planning for and establishing a scenic route.

Specific questions relating to the overall project objective and included in the original proposal were:

- How do you make the tour valuable to the traveler through well designed, well presented, well written roadside information?
- How should roadside information be marked?
- What is significant to the traveler?
- What is an adequate frequency of distribution for roadside interpretive information?
- Who is the audience?
- What should be the editorial tone?
- How should routes be designated and signed to most effectively communicate the route's value to the traveler and draw them into the tour?
- How can roadside information be designed to most effectively complement collateral material?

These questions guided the design of the research methodology, and are the basis of a section in Chapter VI of this report which reviews and interprets the primary findings and makes recommendations pertaining to roadside information on scenic routes.

A particular interest of the Economic Development Department, as discussed with them during the project development phase, was to gather original data regarding scenic route design, emphasizing qualitative data based on in-depth conversations with travelers on Oregon's highways. The Department also was very interested in gathering data which would be useful for subsequent scenic route planning for Highway 30. Accordingly the project collected only a limited amount of quantitative data, and reporting includes some detail on the Highway 30 corridor. Relying more heavily on quantitative data which represent a larger area data would dictate larger samples, a more rigidly specified data collection procedure, and more time than was available to complete this project.

Research Methodology

Research methodology for this study consists primarily of a) a review of pertinent literature, b) an analysis of the Highway 30 corridor and the attractions it includes, and c) collection and interpretation of data regarding user attitudes on scenic route design.

Literature Review

For the literature review a search was conducted of Transportation Research Information System (TRIS) files, plus other sources in the Northwest and in Dean Runyan Associates files. This material is discussed in Chapter II.

Two sources of data are particularly useful for this report. A study completed in 1989 by Dean Runyan Associates involved collecting data on activities and preferences of travelers in Oregon (Dean Runyan Associates, 1989). These data are disaggregated to allow a separate analysis of activities for travelers in Northwest Oregon, the location of Highway 30. The other study is of travelers on U.S. Highway 101 and focuses on scenic highway design features for that route. Although the report for the Highway 101 study is not completed to date, data collected on highway user attitudes and preferences pertains in some cases to this study.

Because Dean Runyan Associates has completed a substantial amount of other work pertaining to travel and recreation in Oregon, the interpretation of data collected for this study can be enhanced to some degree on the basis of this previous research and experience.

Attractions Analysis

The attractions in the Highway 30 corridor were analyzed in order to a) develop

the information necessary for the user attitude analysis, and b) to accurately characterize the nature of the Highway 30 corridor as an attraction. Individual attractions were inventoried from available information, with the assistance of the Oregon Tourism Division and the Oregon Historical Society, plus some information contained in Dean Runyan Associates files. Some field checking was done to assure that these sites and features are appropriate as components of a scenic route.

User Attitudes

Collecting data on user preferences and suggestions regarding scenic route design made use of a structured group discussion methodology, with some use of traditional survey research questions. A sample of 23 individuals, all Oregon residents, agreed to participate in an all-day trip, by van, through the Highway 30 corridor, and to participate in the associated data collection process. Two separate trips were made to accommodate this number, one on a weekday and one on a Saturday.

The trip involved:

- A pre-trip discussion which outlined the objectives of the project, the general nature of the attractions which the group would be viewing, the research methodology, etc.; participants also were asked to consider themselves to be representative of people like themselves and respond accordingly, rather than responding solely in terms of their own individual suggestions or preferences.
- Traveling by van to view a total of 15 sites in the Highway 30 corridor which represent either existing attractions or sites with further development potential
- Participating in a discussion at each site which focused on the primary research questions, the primary points of which were recorded by the research staff. Participants also filled out a simple six-factor rating form for each site. Samples of the discussion questions and the rating forms appear in Appendix A.
- Completing a brief questionnaire at the end of the trip which gathered summary attitudes and use patterns pertaining to the attractions visited and to scenic routes in general. These questions appear in Appendix A.

The review group consisted of individuals ranging from their early twenties to over 65, with a median of approximately 45. Half live in the greater Portland metropolitan area, with the remainder from the Salem area. All have traveled previously in Oregon and were at least somewhat familiar with typical Oregon attractions.

Research Limitations

Several qualifications to this research are important to clearly state. The reviewer sample is small and not randomly selected, and accordingly should not be considered representative of Oregon residents or Oregon visitors. This sample, however, is useful for assessing broad reactions to the various attractions which were studied, and can provide useful assessments of relative factors pertaining to the attractions in the Highway 30 corridor. The sample is, moreover, reasonably representative of those in Oregon who travel for recreation, and would not be dissimilar to the bulk of Oregon visitors.

An additional limitation is that the research was conducted during late June, which represents the summer season in Oregon rather than off-season portions of the year.

The available funds and time dictated that the research study be considered exploratory in nature. The results are useful primarily to provide broad findings pertaining to the research topic, suggest and test research methodology, and provide recommendations which are useful for subsequent research projects. Appendix B reviews the research methodology and recommends guidelines for applications in other situations.

Report Organization

After this introduction, the following five chapters focus on presenting the primary information and data collected as part of this project, consisting of findings reported in the literature and the results of the investigation based on group discussion techniques. These findings are presented with little interpretation. The primary integration and interpretation of this information and data appears in Chapter VI, which reviews the project's findings and presents a series of recommendations.

Chapter II discusses scenic route characteristics and design considerations, including factors which influence demand. This discussion is based on review of literature and other materials. Chapter III describes and assesses Highway 30 as a scenic route. This chapter includes discussions of travel growth in this corridor, typical visitor activities and their relationship to the highway, and the number and characteristics of attractions in the corridor.

Data collected from the sample of highway reviewers is analyzed and discussed in Chapter IV, focusing on reactions to individual attractions and attractions-specific suggestions for signing and other improvements. Additional discussion of design considerations is found in Chapter V, where the focus is on how Highway 30 attractions relate to each other and what improvements are most attractive overall for the corridor.

Finally, Chapter VI reviews the findings of the study and makes recommendations for a Highway 30 Prototype Roadside Information System.

The appendices include a copy of the data collection instrument and a review of methodology which helps guide use of the research methodology in other scenic highway planning situations.

II. SCENIC ROUTES AS VISITOR ATTRACTIONS

Scenic routes -- highways or highway segments which function as recreation or visitor attractions -- appear in a number of locations in the U.S., although in a variety of forms. The largest example is the Blue Ridge Parkway; a large number of shorter and/or less dedicated road segments are specified by states or local jurisdictions. Scenic routes, consisting of roadways with recreation-oriented pull-offs, interpretive signing, etc., are common in national, state and other parks.

The Federal Highway Administration document Scenic Byways (1988) specifies some typical components of a scenic route:

- adjacency to significant undeveloped natural resources, such as timber, rivers, lakes, wetlands or deserts
- access to significant geologic, hydrologic or geographic features
- presence of outstanding mountain, desert, pastoral or coastal scenery
- presence of significant flora or fauna
- views of dramatic urban scenes
- access to cultural or historic sites or landmarks
- access to significant recreational resources

The Highway Administration also suggests that a scenic route offer a diversity of components which accordingly offer a range of experiences, and that the route include recreational amenities for scenic route users. Typically a scenic route also includes developed amenities such as pull-outs, traveler services such as restrooms, interpretive and other signing, trails, and perhaps access to camping and other travel accommodation facilities. Most scenic routes would be associated in some manner with developed urban areas which provide the bulk of traveler accommodations, food and other services.

Scenic Routes: Destination vs. Access Route

The attractiveness of a scenic route, and its use pattern, depends to a substantial degree on the type of user. Visitors from distant origins -- such as out-of-state visitors to Oregon -- tend to view scenic routes as part of the attraction to which they have traveled. Accordingly a scenic route functions as an attraction in and of itself, in conjunction with all of the other attractions which Oregon offers. On the other hand, travelers who live closer to their travel destinations, such as Oregon residents, tend to be traveling shorter distances and on tighter schedules, and would view a scenic route more as a relatively enjoyable part of the trip to their ultimate destination. Accordingly they would be relatively less likely to view scenic routes as attractions in and of themselves,

and would be more concerned with congestion and average travel times along the route of travel. This issue is discussed in more detail in Chapter IV.

Factors Influencing Scenic Route Demand

Scenic route use appears to be growing in the U.S. Use data are available for the three larger parkways administered by the National Park Service. The Blue Ridge Parkway, which is the longest, shows annual growth in use for the ten years between 1979 and 1988 of 68.0%, expressed in visitor-days (U.S. National Park Service, 1986, 1989). This represents an average annual increase of 5.3%. Use for the John D. Rockefeller Memorial Parkway in Wyoming has been flat for this period, and use of the Natchez Trace Parkway along the Mississippi River has increased 23.5% (averaging 2.1% per year). Although these facilities do not represent all parkways in the U.S., the patterns of their use probably represent similar roadway segments administered by other agencies.

Population growth is a significant factor for all highway facility and recreation area demand, since travel and recreation are strongly influenced by population in adjacent areas. Population trends in Oregon indicate that scenic route demand is likely to grow in the future. Oregon population in the Portland metro area currently is growing strongly, with additional growth projected. Scenic routes which are within close proximity to these growing areas can expect to experience increased demand.

Demographic factors will also play an important role in influencing scenic route demand in the future. The aging of the American population will increase the number of retired or semi-retired American households, which in turn will increase the proportion of travelers who are on recreational trips and accordingly are inclined to travel relatively slowly and in scenic surroundings. There is little evidence that Americans will give up their automobiles unless fuel prices increase substantially, indicating that much of this additional travel will be by individual automobile or RV. As the proportion of older Americans grows the demand for group travel via bus or van also will increase; tour operators in this market routinely seek appropriate scenic routes for their tours.

Evidence in Oregon that scenic routes are popular is from the request to the Oregon Department of Transportation by local jurisdictions to designate rural road segments and loops as scenic routes, with approach and route signing installed by the state. At present over 30 such routes have been requested (Dean Runyan Associates, 1990). The Highway 30 segment discussed here is a portion of one such route which has not yet been officially designated and signed.

Scenic Route Signing

Signing for scenic routes has four general components. First is directional signing which indicates how to locate or enter the scenic route. Such signs can use a name and possibly a logo or other identifier. Second are signs ("trailblazers") which mark the course of the scenic route, typically some form of logo which appears periodically in the highway corridor and signifies to the traveler that they are on the route.

Third are directional signs to specific attractions, interpretive or informational sites, etc., which are associated with the scenic route. These may take the form of a conventional guide sign with an attached logo or a special sign of some sort which more specifically identifies the scenic route attractions.

Fourth are interpretive, informational or other sign installations at specific locations along the scenic route which link historical, geographical, recreational or other points of interest.

Routes in some cases are described by collateral material, typically a brochure and/or map, which provides directions and information on specific points of interest for travelers. In certain cases individual attractions are numbered or otherwise marked in some manner, with explanatory material provided in the collateral material.

The nature of this signing varies substantially by route. Some jurisdictions, such as the state of California, simply mark a route with an identifying logo periodically installed along the route corridor, with no specific reference to individual points of interest or specific directions to these sites. In other instances, such as for several tour routes in Oregon, the route has such periodic identification, but also is marked at one or more entry points with specific directional signing and includes additional attractions directional signing. Both of these approaches represent relatively simple means of establishing a route.

A more extensively developed route has an integrated signing system which includes all four elements. An example is the Blue Ridge Parkway, which also includes other built features such as turnouts and developed sites for interpretation and recreation.

A study of Oregon highway user preferences regarding highway signing which was conducted in 1989 provides some information on scenic route signing which pertains to this project (Dean Runyan Associates, Meeker & Associates, 1989). The findings from this study which are most pertinent for scenic route design and signing in a rural area such as the Highway 30 corridor are the following:

- Highway signs are the third or fourth most frequently used source of information among travelers. Other information sources are maps, visitor information locations, and information from other people.

- Signs are particularly important for "homing in" on destinations, and for finding destinations off heavily traveled highways.
- Although travelers overall are fairly satisfied with Oregon's travel signing, between a quarter and a half want more and better signing, particularly in rural areas.
- Travelers like symbols and want more of them used.
- Travelers have the greatest difficulty finding secondary attractions in rural areas; first time and younger travelers have the greatest difficulty.
- Many travelers like to use scenic routes; those who use scenic routes tend to prefer alternative routs to loop type routes.

These findings underscore the value of scenic routes as a visitor resource, and the importance of providing good directional, informational and interpretive signing.

Other information presented at the U.S. Senate hearings in 1989 pertaining to scenic byways stressed the importance of considering the aging driver when designing scenic route signing.

> Older drivers, in particular, have special needs -- a higher level of illumination when driving at night to see signs, turnoffs and larger signs with increased retroreflectivity. (Archer, 1989:34)

> These senior travelers tend to travel at non-traditional times and for longer periods of time, and are more likely than others to travel by car. They need clear signage, handicapped access, adequate parking, and sometimes require creative ways of making sites intelligible to the hearing or sight impaired. (Walter, 1989:57)

Given that Oregon will contain a higher proportion of older drivers in the future, and is striving to become a significant visitor destination for residents of states like California and Washington where drivers also are becoming older, careful attention to signing placement, size, typography, illumination and content is important.

III. OREGON HIGHWAY 30 AS A SCENIC ROUTE

Highway 30 as a Scenic Route

U.S. highway 30 is very well situated to serve as a scenic route. The highway passes through the Portland metropolitan area, then follows the Columbia River for approximately 80 miles to the coast, where it terminates at U.S. Highway 101, the primary north-south coastal route in Oregon. Travelers on this segment of Highway 30 can connect with Highway 101 and subsequently with U.S. Highway 26, which runs east from the coast and passes through Portland, forming a loop. Highways 30 and 26 are among the most popular routes from Portland to the coast, and the Highway 30, 26 and 101 loop has been designated a scenic loop by the Oregon Tourism Alliance, the region's tourism promotion organization.

The Highway 30 corridor is dominated by the Columbia River, the second largest river in the U.S. and the location of a number of significant historic communities and other sites. The corridor also includes a number of actively used recreation sites, primarily associated with fishing and other river-related activities. The route is substantially rural: after leaving Portland the largest communities are St. Helens, Scappoose, Clatskanie and Rainier, with populations of 7,580, 3,540, 1,745 and 1,630 respectively, with the city of Astoria (population 10,160) located at the intersection with U.S. Highway 101. A substantial portion of the land fronting Highway 30 is in commercial forest use, either privately owned or owned and managed by the Oregon Department of Forestry. The strength of Oregon's rural land use controls will substantially hinder commercial development in the future for locations outside existing communities along the highway.

Highway 30 Travel Growth

Traffic on Highway 30 has grown substantially during the past ten years, as illustrated by the traffic data in Table III-1. Growth in Highway 30 average daily traffic at a rural location near Rainier grew from 5,763 vehicles per day in 1979 to 9,627 vehicles per day in 1988 (the most recent year for which data are available), a total increase of 67%. Traffic for this location on Highway 30 is considerably greater during the summer months, with August running 124% of the annual average and July 118%. This pattern is typical for this portion of Oregon. According to Oregon Department of Transportation license plate survey data for this location near Rainier, 24% of passenger automobiles are from out-of-state. No data are available for other vehicles, such as RV's.

Table III-1
AVERAGE DAILY TRAFFIC, US HIGHWAY 30, 1979-1988

Year	Average Daily Traffic	Annual Percent Change
1979	5,763	
1980	5,527	-4.10
1981	5,814	5.19
1982	5,763	-0.88
1983	6,155	6.80
1984	6,375	3.57
1985	7,520	17.96
1986	8,103	7.75
1987	8,700	7.37
1988	9,627	10.66

Source: Oregon Department of Transportation, 1989

Since population growth has been very limited in Clatsop County and the City of Astoria during this period (0% and 1.9% respectively), a high proportion of this traffic growth is probably due to out-of-state visitor travel and recreation-related travel by Oregon residents (Center for Population Research and Census, 1990).

Traveler Activities Related to Highway 30

Sightseeing is an important activity for travelers in this portion of Oregon, as illustrated by data available from the travel study prepared by the state Tourism Division in 1989. The findings shown in Table III-2 indicate that nine out of ten out-of-state visitors who are traveling in Northwest Oregon report that they "sightsee" during their trip, with the frequency somewhat higher among first-time visitors. These data represent their entire visit to Oregon and accordingly some activities take place elsewhere in the state. Moreover, only a portion of these travelers actually travel on Highway 30.

These findings illustrate the significance of scenic routes and corridors as out-of-state visitor attractions in Oregon. Other data, not shown, indicate that Oregon residents also sightsee during their in-state trips to a substantial extent, although their travel tends to be characterized by shorter, more destination-oriented trips.

Other prevalent activities for both out-of-state visitors and Oregon residents who travel include shopping, particularly in small towns, visiting a historic site or museum, hiking, picnicking, or viewing or studying wildlife. The character of the Highway 30 corridor and the attractions it contains satisfy all of these activities.

Visitor Attractions in the Highway 30 Corridor

The Highway 30 Corridor includes a substantial variety of historical, geographical, recreational and other points of interest. The Columbia River in this region has a long history as a transportation and commercial route, beginning with the Lewis and Clark Expedition. Wetlands and islands associated with the river support abundant and diverse wildlife. Some of the earliest settlements in Oregon, and in the Northwest, are associated with the river, and several communities retain river-oriented historic districts.

The primary attractions in the corridor which are directly accessible from Highway 30 are listed in Table III-3, which briefly describes the nature of each and provides data on annual attendance, if available. The listing is in terms of the type of attraction. beginning with historical attractions. The attractions which were visited and reviewed as part of this project were drawn from this list.

This list does not include additional, more specific attractions which tend to occur in clusters, such as the individual historic homes in Astoria, the various components of Fort Stevens, etc.

The most commonly visited attractions (based largely on the attendance data, where available) are the Maritime Museum and waterfront in Astoria, Bradley State Park, the St. Helens historic district, Sauvie Island, and the two historical attractions on the coast, Fort Stevens and Fort Clatsop. The average lengths of stay at these facilities will vary substantially, ranging from relatively short for Bradley State Park (which is primarily an overview and picnic area), to over an hour for the more developed facilities on the coast.

Table III-2
VISITOR ACTIVITY PATTERNS, NORTH OREGON COAST AREA, 1988

	Percent of Respondents		
Activity	First Trip	Repeat Trip	All Visitors
Relax/Sightsee	93.5	87.5	90.2
Small Town Shopping	58.9	68.6	64.2
Visit Museum/Historic Site	57.2	56.4	56.8
Hike	52.2	39.0	44.9
Metro Area Shop	39.9	47.0	43.8
Picnic	40.2	44.9	42.8
Visit Friends/Relatives	29.5	49.4	40.4
Wildlife Viewing/Study	39.6	25.9	32.1
Camp	24.2	34.5	29.9
Entertainment in Restaurant/Club	26.0	29.2	27.7
Boat/River Run	13.5	15.1	14.4
Attend Cultural/Artistic Event	12.1	14.1	13.2
Visit Winery	14.7	10.2	12.2
Attend Fair/Festival/Rodeo	9.9	11.2	10.6
Salt Water Fish	3.5	8.6	6.3
Fresh Water Fish	6.2	6.0	6.1
Golf	2.7	6.3	4.7
Attend Organized Sports Event	3.6	3.0	3.3

Source: Dean Runyan Associates, 1989; data include only travelers in Northwest Oregon.

Table III-3
VISITOR ATTRACTIONS, HIGHWAY 30 CORRIDOR

Attraction	Type	Location	1989 Attendance
Astor Column	Historic	Astoria	NA
Astoria Historic Homes (walking tour)	Historic	Astoria	NA
Astoria Waterfront (walking tour)	Historic	Astoria	NA
Bybee-Howell House	Historic	Sauvie Island	600
Flavel House	Historic	Astoria	7,200
Fort Astoria	Historic	Astoria	NA
Fort Clatsop	Historic	Astoria	207,409
Fort Stevens	Historic	Astoria	180,000
Seafarers Memorial	Historic	Hammond	NA
St Helen's Downtown Historic District	Historic	St. Helens	NA
Caples House Museum	Museum	Columbia City	400
Clatsop County Heritage Museum	Museum	Astoria	NA
Columbia County Museum	Museum	St. Helens	2,422
Columbia River Maritime Museum	Museum	Astoria	99,573
Puget Island Ferry	Other	Westport	NA
Trojan Nuclear Plant	Other	Prescott	38,365
Gnat Creek Fish Hatchery	Other	Big Creek	NA
Aldrich Point	Other (Fishing Community)	Aldrich	NA
Clifton	Other (Fishing Community)	Clifton	NA
Svensen	Other (Fishing Community)	Svensen	NA
Proposed Lewis & Clark Interpretive Site	Other (Interp site)	Prescott	NA
Bradley State Park (overview and interpretive site)	Parks	Bradford	204,030
Prescott Day Use Park	Parks	Prescott	NA
Rainier Riverfront Park	Parks	Rainier	NA
Clatskanie boat ramp (canoe trips)	Recreational	Clatskanie	NA

Table III-3 continued

Attraction	Type	Location	1989 Attendance
Columbia View Park and Marina	Recreational	St. Helens	NA
Rainier Public Marina	Recreational	Rainier	NA
Sauvie Island Wildlife Area	Wildlife Viewing	Sauvie Island	NA
South Jetty viewing platform	Wildlife Viewing	Astoria	NA
Twilight Eagle Sanctuary	Wildlife Viewing	Svensen	NA

From an attractions perspective, based on Dean Runyan Associates experience and the visitation patterns of individual facilities, none of these points of interest are a significant draw to the area in and of themselves, although some visitors -- primarily Oregonians -- would focus day trips on one or a few individual attractions. Rather these sites and facilities would work best as an attractions package, representing a set of appealing activities or focal points for the traveler moving through the area. This situation is very compatible with the concept of a scenic corridor, which can be used to increase the visibility and appeal of the area by enhancing the connections between at least some of these attractive elements. The wide variety of types of attractions indicates, however, that any scenic route designation or identification allow for a diversity of attractions, rather than focusing solely on historical, geographical or other single features.

IV. REVIEWER ATTITUDES REGARDING SCENIC ROUTE ATTRACTIONS AND DESIGN

This chapter reviews the characteristics of each attraction included in the study, and describes the primary comments for each attraction on which there was at least partial agreement by review group members. This material is taken directly from notes on group comments made during the review trip. A summary of primary findings appears in Chapter VI.

The material presented here is a primary basis for the findings and recommendations which follow; the presentation at this stage covers the range of reactions and comments, with only limited interpretation.

Sauvie Island

Sauvie Island is located approximately three miles north of the Portland city limits, in the Columbia River. Sauvie Island includes a wildlife area encompassing 12,000 acres of lakes and land refuge area, plus numerous other individual points of interest such as beaches, the Pioneer-built Bybee-Howell House, U-pick and retail fruit and vegetable farms, and roads which are very suitable for bicycle riding. The Oregon Historical Society has displays and interpretive programs on the island. A channel of the Columbia River separates Highway 30 from the island; one bridge crosses the channel. A single guide sign, plus one finger sign, shows the location of the bridge. For purposes of the study, the island has been labeled an attraction in and of itself. Primary opinions of the review group were:

- The primary appeal of the island was its peaceful, agrarian setting.
- This appeal would be lost if the island was made into a major tourist attraction.
- The major detracting feature of Sauvie Island is the heavy traffic on the narrow entrance road and an over-abundance of commercial signs in this area.
- More signs should be placed at the entrance of the island to point the way to the individual non-commercial points of interest, in particular the beaches. (Currently only the Bybee-Howell House is signed). The wood interpretive sign near the entrance bridge is not suitably visible or useful.
- Though many in the group felt that the Sauvie Island needed no change to induce them to stop, they suggested the island might be made more appealing if there was a trail system for walkers and cyclists, and if the cars and people visiting the island could be somehow contained or limited.

Scappoose

Scappoose is a town of about 3,500 people located ten miles north of Portland. The community of Scappoose is interested in increasing its appeal to visitors, although it has very few obvious visitor attractions. Perhaps the most notable traveler oriented feature is the Thomas McKay Historical Marker along Highway 30 near the center of town. Also, J.J. Collins Marine Park (accessible only by boat) can be reached from Scappoose. An ornate city entrance sign is situated in the center divider of Highway 30 as it approaches Scappoose.

The review group felt that:

- The most interesting thing about Scappoose at present is its name and the history of its origin.
- Reviewers liked the appearance of the railroad identification sign at Scappoose and the historical authenticity it signifies
- Information about the name and origins of the city is not readily available to travelers.
- A candle factory near the center of town which has a large candle-shaped sign was considered by many reviewers to be an eyesore, although several thought the sign was notable.
- The town's proximity to Portland limits the extent to which travelers will stop on the way to the coast.
- The signing needs improvement, specifically the city entrance sign. This sign, although elaborate, was partially hidden by surrounding bushes and was printed in a letter style that was hard to read. Also, the historical sign in Scappoose was extremely hard to read since it was on the highway with no turnouts for those interested. The group suggested that signs should be more legible, and should contain information on the origin of the town and its name.
- The bike path routes through the city should be better marked; creating an emphasis on festivals in order to induce more people to stop would also be beneficial.

St. Helens Historic District

A two mile side trip from Highway 30 through the city of St. Helens brings a traveler to the St. Helens Historic District, located on the Columbia River. The city is situated 29 miles from Portland. A small guide sign along Highway 30 points out the St. Helens Historical District, and several other signs provide some directional signing for the route between Highway 30 and the district itself. The historic district is located next to a well-maintained riverfront park with parking for those wishing to circulate in the area. The Columbia County Court House and Columbia County Museum are in this historic district.

Primary comments included:

- The most special thing about the historic district was its waterfront location (the view of the river is otherwise notably absent from Highway 30 in this area).
- The pedestrian orientation and abundant parking areas are major benefits.
- The most significant problem is the distance from Highway 30 to the historic district, compounded by somewhat unclear directional signing.
- Many in the group were troubled because they never realized that the area existed. This implies that there was not enough signing, the signing is not effective enough to draw a traveler from Highway 30, or that relatively few people know about the features of this attraction.
- Symbols should be added to existing signs to show river access.
- There was a great deal of appeal in the historic district, and that more information about the district, and clearer directional signing, would induce more people to stop.

Caples House Museum

The Charles Green Caples House Museum is two-story historic home built in 1870. It is located in Columbia City, a town of 815 people located 34 miles from Portland. The house is located less than one-half mile from the highway and two blocks from the river; directions consist of a single small guide sign on Highway 30. The museum is separated from the river by a very pleasant public flower garden and a small park with three picnic tables.

Reviewers felt that:

- The museum has only limited appeal, but the atmosphere around it and the adjacent park are very pleasant. Reviewers liked the peaceful setting and the picnicking area by the river.
- The group was split on whether commercial services would be good for the area. Some like the relief from commercial services, while others would have liked some sort of beverage and/or food service.
- The signing for the museum along Highway 30 was limited but adequate; symbols should be added to the Highway guide sign to show river access.
- Some members of the review group felt that additional interpretive signing by the river would be helpful.
- The area could be made more attractive to a traveler by including public restrooms.

Deer Island Historical Marker

Several miles past Columbia city lies the unincorporated community of Deer Island. Along Highway 30 in this area stands a Heritage Marker demarking and discussing a location at which Lewis & Clark camped while on their journey to the coast. The marker is maintained by the Oregon Department of Transportation; it is positioned parallel to the highway adjacent to a small gravel turnout.

- The subject which the sign addresses is important and interesting.
- The Historical marker is too close to the highway, and, because it is situated parallel with the highway, is too difficult to read. Some felt that the site should better allow getting out of the vehicle to read the sign.
- The sign could be improved if it were easier to read both in terms of content and print style, and if it was made into a system of signs dealing with the same subject.
- People may be more inclined to stop if the area afforded a view of the river.

Trojan Nuclear Plant

Located near Rainier is the Trojan Nuclear Power Plant, Oregon's only nuclear power facility. Trojan Nuclear Power Plant has a visitor information center with displays discussing the production of electricity. The plant is well signed along Highway 30. Guide signs point out the visitor entrance, and tourist-oriented directional signs show the existence and direction to the visitor information area.

- The power plant is interesting in that it is the only nuclear plant in Oregon.
- The plant is well situated for visitors, with a visitor information center, picnic areas and public restrooms.
- The main distraction for many of the travelers is the ominous presence of the plant's cooling tower.
- Existing signs are highly visible and attractive; some reviewers noted the lack of symbols for the picnicking areas.

Rainier City Park

Rainier city park is a six-acre riverfront park built on ash dredged from the Columbia River after the eruption of Mount St. Helens. The City of Rainier is located 47 miles from Portland. The parking area for the park is directly off Highway 30, and is signed by a small guide sign. The park consists of several tennis courts, a large grassy area with picnic tables, public restrooms, and a small interpretive site (which currently contains no interpretive materials). The park provides a view across the Columbia River of three different types of industrial plants.

- The park's potential for additional development is its biggest benefit.
- The idea of locating the park on St. Helens ash is good, but some interpretive signing talking about the ash would be desirable. This information could go in the existing kiosk, perhaps with other information on the surrounding area.
- There is a good opportunity for interpretive signing for the industrial plants that are easily seen across the river.
- The park's easy access and public restrooms are a plus.
- The sewage plant adjacent to the park, with some steam rising, detracts from the park, as does the lack of greenery.
- The signs along Highway 30 are too small, although the park is visible from the highway.

Westport (Puget Island Ferry)

The Puget Island Ferry, which shuttles travelers across the Columbia River to Puget Island every hour, is located in the community of Westport. The ferry landing is about a half-mile from Highway 30. The Puget Island Ferry is the only ferry remaining on the Columbia, and is therefore of some historical importance. A bridge connects Puget Island with the Washington shore, allowing for a loop tour of the lower Columbia River area. A small guide sign points out the direction to the ferry from Highway 30.

- The review group was enthralled by the possibility of making the bed and breakfast located in Westport an overnight stop in a bicycle tour of the lower Columbia.
- The history of the ferry and its destination (Puget Island) are interesting.
- The signing is relatively clear, but could be improved. For example, the distance from Highway 30 to the ferry could have been indicated on the sign. Also, the historical importance of the ferry should be mentioned, as should the destination of the ferry.

Columbia River Canoe Site

Clatskanie is 62 miles from Portland along Highway 30. Planning discussions are underway to utilize this community's strategic location along the Clatskanie River and Beaver Slough, including a boat ramp and dock located near the community center, as a gathering point for canoe and other small boat tours. Numerous tours could be developed along the lower Columbia, including the Lewis & Clark canoe route through the estuary islands. Currently, there are no signs suggesting this plan.

- The review group was very interested in the potential of a boating tour in the local area or along the Columbia.
- The access to the Columbia River via the slough is very good, and the area provides a unique opportunity for both beginning and advanced canoeists,

kayakers and other boaters.

- The site's distance from Portland is good: far enough to be considered away from the city, but close enough to reach quickly.
- The site could become a major attraction with the proper services (eg., boat rentals).
- Current signing did not capture the potential for the area.
- A major focal point, including map and other informational displays for boaters, plus perhaps guided canoe tours, would induce more travelers to stop at this location.

Bradley State Park

Bradley State Park is located at the top of a hill west from Westport. The park provides a dramatic overview of the lower Columbia River, Puget Island and the Washington shoreline of Cape Horn. Within view are a number of historical, geographical and other points of interest. A standard Oregon State Parks guide sign marks the approach to the park. There are no signs which indicate the existence of the scenic overview.

- The most interesting element of Bradley State Park is the view, which provides a high quality photo opportunity, according to the review group; this is the only overview available along Highway 30.
- Obstacles in the way of the view, such as the fence along the edge of the cliff and some untrimmed branches, were considered the major detractions by the group.
- Signing should be improved by adding scenic overlook signs and symbols to the state park medallion.
- The historical and geographic points of interest should be interpreted, using some sort of unobtrusive interpretive display.

Svensen Island

Near the community of Knappa, 89 miles from Portland, is a guide indicating the location of Svensen Island. The island, which is a short distance from Highway 30 across a bridge, is a community of fishboats, farming and wildlife. It is not apparent whether the community would like to become an attraction along Highway 30.

- Svensen Island provides a unique photo opportunity.
- Otherwise there is relatively little else of interest in the area for a typical traveler along Highway 30.
- The island should be left as it is, with no change in signing or travel attraction orientation.

Astoria Waterfront

Astoria is 95 miles from Portland, near the mouth of the Columbia River where it joins the Pacific Ocean. The Astoria waterfront is an area of marine-oriented business, wharfs, small shops and restaurants approximately at the center of town. The Columbia River Maritime Museum is located here. Highway 30 runs directly through this area, as does the railroad to Portland. The railroad right-of-way -- which is little used -- serves as an informal walkway along the waterfront. No highway signs define the area as an attraction to travelers.

The review group felt that:

- The combination of small shops and stores with a waterfront setting was the most appealing feature of this area.
- Exploring the nooks and crannies of the area would be appealing.
- The authentic atmosphere which pervades the waterfront area is unique and worth preserving.
- The Astoria Waterfront should be better defined as an attraction. The reviewers suggested a central focus point which contained a map showing points of interest.
- More tourist-oriented directional signing in the area is desirable.
- Additional interpretation of the area would be desirable, as would a walking tour.
- To induce more travelers to stop in the waterfront area, there should be more facilities for children, and the waterfront should try to stay unique and old-fashioned.

Columbia River Maritime Museum

The Columbia River Maritime Museum is situated on the Columbia river, along Highway 30 in Astoria. The museum is a high quality facility, well signed, and visible from Highway 30.

- The location of the museum, with its river view and authentic industrial feeling, is appealing.
- The openness of the museum, both inside the museum structure and for the area surrounding the museum, also appealed to the reviewers.
- The Columbia River Maritime Museum is a very interesting and informative museum.
- The signs for the museum are adequate. The museum location adjacent to the highway reduces the need for more signage.
- A directional sign from the waterfront area to the museum would be helpful.

Fort Astoria

Fort Astoria is a partially reconstructed fort originally built in 1811. It is the first non-native settlement to be built west of the Rockies. The site is small, consisting of a corner lot located in a residential and commercial area in Astoria's Historical District. One sign on Highway 30 shows the way to the fort. Parking is limited, and the existing interpretive signing is limited and difficult to see.

The primary reactions of the reviewers were that:

- Fort Astoria, in its current form, is of only limited interest. The fort itself is partially obscured by trees, and the historic marker used to describe it is not very informative.
- The attraction could be improved upon by replacing or augmenting the existing historical markers, and by making the fort part of a walking tour through the historic district.
- Additional directional signing along Highway 30 would be helpful.

Astoria Historic Homes District

The Astoria Historic Homes District is located in the same area as Fort Astoria, several blocks up the hill from Highway 30 near the center of the community. There is some directional signing which shows the way from Highway 30 to the historic homes district. Individual historic homes are signed with a small shield on the front of each house.

- The architecture of the historic homes is the most interesting feature.
- The area is walkable, a low-key residential area with numerous bed and breakfasts.
- The attraction for children is only limited.
- A central interpretive location where one could pick up information on the area would be useful.
- The highway signing is adequate, but the shield marking the historical homes should stand out more.

V. SCENIC CORRIDOR ATTRACTIONS SIGNING

This chapter offers additional comparative detail regarding signing for Highway 30 attractions, and discusses the relative appeal of the corridor's attractions. These findings are based on the data collected from the reviewers during and after the review trip.

In order to gather comparable data from the review group which could then be used for making comparisons among Highway 30 attractions, each group member was asked to score each attraction using a standardized set of six questions. Responses range from 1 to 7, with 7 representing most agreement; responses to each question are averaged over all reviewers for purposes of analysis. In addition, each member completed three additional, more general questions at the end of the review session.

Attractiveness and Signing Adequacy

Four of the six attractions-specific questions explore the adequacy of signing for each attraction, and one additional question asks the reviewer to rate the overall interest of the attraction to them. The average scores on these questions appear in Table V-1, arranged in decreasing order of stated interest.

Looking at the level of interest first, the attractions with the most appeal to the reviewers tend to be relatively large, and all pertain directly to the Columbia River. The obvious quality of the maritime museum clearly appealed to the reviewers, although the next most interesting attraction -- the Clatskanie boating site -- is largely undeveloped, and appealed because of reviewers' perception that it represented a valuable opportunity. The interest in the Astoria Historic Home District is also a surprise: this is a category of attraction which often has only limited appeal to travelers.

The responses regarding the adequacy of signing tend to be consistent: if reviewers feel that an attraction does not have enough signs they also tend to feel that these signs are not very legible, do not tell clearly where the attraction is, and generally are not very useful. This indicates that existing sign format, content and legibility are not a substantial issue to these reviewers for those attractions with adequate signing (such as the Trojan Nuclear Plant and the Columbia River Maritime Museum); rather their concerns appear to focus primarily on the quantity and consistency of signing for attractions they feel are inadequately signed, such as the Columbia River Canoeing Site, the Astoria Historic Home District, and the Astoria Waterfront. The primary deviations from this is the Puget Island Ferry, and, to some degree, Svensen Island. In the former case the signing is clear with respect to the ferry's location, but reviewers felt that the ancillary features of the ferry service and the associated community are not represented in the signing.

The attractions towards the bottom of the list, including the Columbia River Maritime Museum, Trojan Nuclear Plant and several other small attractions, appear to have adequate signing given their interest to the reviewers.

Table V-1
ATTRACTIONS INTEREST AND SIGNING REVIEW
HIGHWAY 30 CORRIDOR, 1990

	Average Score				
Attraction	Attraction's interest	There are enough signs	Signing shows where located	Signs are readable	Signs are useful
Columbia River Maritime Museum	6.95	5.10	5.71	6.52	5.43
Columbia River Canoeing Site	6.76	1.25	1.19	1.43	1.29
Astoria Waterfront	6.50	3.05	3.20	3.80	3.65
Columbia River Overlook	6.22	3.89	4.72	5.06	3.22
Sauvie Island	6.00	3.68	2.86	3.00	2.45
Astoria Historic Home District	5.85	1.90	1.90	2.05	2.20
St. Helens Historic district	5.82	4.14	4.05	4.77	4.43
Westport (Ferry)	5.69	3.40	4.73	5.62	2.87
Trojan Nuclear Plant	5.32	6.59	6.73	6.50	5.95
Caples House	5.05	4.00	4.55	4.76	3.30
Svensen Island	4.75	6.13	5.71	6.25	4.29
Fort Astoria	4.05	3.95	4.33	3.11	3.16
Deer Island Historic Marker	4.00	4.25	3.78	5.00	5.35
Rainier City Park	4.00	3.14	3.50	3.40	2.38
Scappoose	2.14	4.81	3.21	3.43	3.10

In order to review the overall adequacy of signing for the attractions which were reviewed, an index was developed which represented the difference between reviewer adequacy ratings and interest. To calculate this value for each attraction, its scores on the four signing adequacy questions were averaged, and this value was subtracted from the average interest score. The resulting index score is a measure of how well the attraction is signed given its interest to reviewers. These values appear in Table V-2, which also includes the interest scores for purposes of comparison.

The Columbia River Canoeing Site at Clatskanie has the highest index score, indicating that signing adequacy scores for this attraction fell well below its interest scores. This finding is consistent with reviewer comments regarding the attraction. The following three attractions are all extended sites or regions: the Astoria Historic Home District, Sauvie Island, and the Astoria waterfront. This indicates that this type of dispersed attraction is of substantial interest, but requires an improved signing approach.

Table V-2
SIGNING ADEQUACY REVIEW
HIGHWAY 30 CORRIDOR, 1990

	Average Score	
Attraction	Signing Adequacy Index	Interest
Columbia River Canoeing Site	5.28	6.76
Astoria Historic Home District	4.09	5.85
Sauvie Island	3.09	6.00
Astoria Waterfront	2.84	6.50
Columbia River Overlook	1.34	6.22
St. Helens Historic district	1.10	5.82
Rainier City Park	1.09	4.00
Westport (Ferry)	1.04	5.69
Caples House	0.90	5.05
Fort Astoria	0.68	4.05
Columbia River Maritime Museum	-0.02	6.95
Deer Island Historic Marker	-0.27	4.00
Scappoose	-0.54	2.14
Svensen Island	-3.22	4.75
Trojan Nuclear Plant	-3.44	5.32

Note: Signing adequacy score is the average of the four signing adequacy questions subtracted from the interest score.

Suggestions for Additional Signing

Finally, reviewers were asked to indicate whether additional signing would motivate them to stop at the attraction. Their responses tend to relate to their interest in the attraction as well as to the adequacy of the signing, and for this reason both scores are shown in Table V-3. The Columbia River Maritime Museum has the highest average score, indicating that while reviewers felt that this attraction had relatively good signing, more signing would motivate travelers to stop. The following four attractions -- the Clatskanie boating site, the Astoria waterfront, the Columbia River Overlook and Sauvie Island -- all are dispersed, large-scale attractions for which additional signing appears necessary if travelers are to understand the attractions' appeal.

Table V-3
SIGNS AS MOTIVATION TO STOP
HIGHWAY 30 CORRIDOR, 1990

	Average Score	
Attraction	Interest	Better signs would motivate stop
Columbia River Maritime Museum	5.28	5.67
Columbia River Canoeing Site	4.09	6.57
Astoria Waterfront	3.09	6.26
Columbia River Overlook	2.84	5.56
Sauvie Island	1.34	6.09
Astoria Historic Home District	1.10	6.10
St. Helens Historic district	1.09	5.45
Westport (Ferry)	1.04	5.19
Trojan Nuclear Plant	0.90	3.00
Caples House	0.68	5.05
Svensen Island	-0.02	2.38
Fort Astoria	-0.27	4.32
Deer Island Historic Marker	-0.54	4.33
Rainier City Park	-3.22	4.19
Scappoose	-3.44	3.10

Overall Attractions Preferences

After the review of the Highway 30 corridor attractions was completed, review group members were asked to indicate their likelihood of stopping at each attraction, both overall and as a repeat visitor, and about their general preferences regarding attractions along a corridor through which they were traveling. With regard to overall likelihood to stop, the average scores appearing in Table V–4 show that the highest average scores are for river–related attractions, two of the top six of which are in Astoria. The Astoria waterfront, with the Maritime Museum, is clearly a strong attraction. The overlook again emerges as a strong attraction as well.

The responses to the question regarding the likelihood that the reviewers would make repeat stops at each attraction were very similar to the responses immediately above, and are not reproduced here. Apparently the motivation to stop repeatedly is similar to that for stopping in general; the most desirable attractions tend to be those which are fairly large in scale, and this type of attraction is most able to support the attention of repeat visits.

Table V–4
LIKELIHOOD OF STOPPING AT ATTRACTIONS
HIGHWAY 30 CORRIDOR

Attraction	Average Score: Likelihood of Stopping
Astoria Waterfront	6.43
Columbia River Maritime Museum	6.23
Columbia River Overlook	5.82
St. Helens Historic district	5.59
Columbia River Canoeing Site	4.86
Westport (Ferry)	4.71
Astoria Historic Home District	4.64
Trojan Nuclear Plant	3.76
Caples House	3.45
Sauvie Island	3.45
Rainier City Park	3.40
Svensen Island	3.22
Fort Astoria	2.29
Deer Island Historic Marker	2.10
Scappoose	1.38

The findings with regard to the relative importance of scenic highway features indicate the importance of providing good access to and from the highway, although the figures also show that certain situational factors are very significant which have nothing to do with the scenic corridor itself.

The most important factor for travelers overall is the time which they perceive they have available to make stops. From the discussions of this reviewers, this relates to the type of trip which the traveler is on: relatively short trips with clear destinations on the coast are not associated with intermediate stops. Also, intermediate stops would not tend to occur at locations close to home, such as Sauvie Island or Scappoose. More leisurely trips, such as a casual afternoon auto tour, are much more likely to include stops at intermediate points. The type of the attraction also is very important. Travelers have clear preferences with regarding to how they spend their time: some like history, others outdoor recreation, still others browsing and shopping.

Table V-5
FACTORS INFLUENCING SCENIC HIGHWAY ATTRACTIONS STOP

Feature	Importance Score
Time in Trip	6.35
Type of Attraction	6.05
Entrance on to Highway	4.85
Attraction's Signing	4.81
Quality of Access Road	4.70
Closeness to Highway	4.26
Whether Visited Before	3.86
More Than One at a Time	3.67
Attraction's Popularity	3.05

The most important factors after time availability and type of attraction all pertain to situational characteristics. The reviewers were concerned with how easy the access was too and from the highway, the adequacy of the signing, the quality of the access road and the attractions proximity to the highway. These findings suggest that, overall, traveler motivations primarily determine the likelihood of stopping at an attraction in a scenic corridor. However, if travelers are at least somewhat motivated to stop, then situational factors influence which attractions they stop at, and factors such as highway access and signing become significant.

VI. PRIMARY FINDINGS AND RECOMMENDATIONS

The following are a set of general findings of the scenic corridor attractions review and the analysis of the attractions questionnaire items. Following this section is a discussion of the specific research questions which guided this study. Certain findings are presented in the more general manner because they are broader than the specific research questions and/or relate to two or more questions. The discussion of these questions draws on the general findings at the beginning of the chapter and on results discussed throughout the report.

This chapter concludes with specifications for a prototype roadside information system, such as a signing and interpretive system which would be installed in the Highway 30 corridor. The specifications and recommendations included here are based on the research conducted for this project.

General Findings

1. The Highway 30 corridor contains many existing and potential visitor attractions.

The corridor contains over 30 historic, natural resource, recreational and other attractions, many more than can be reasonably seen in the course of one day. This number provides a variety from which travelers can choose several of particular interest.

2. The corridor is strongly associated with the Columbia River, but the presence of the river is very limited.

The size and significance of the Columbia River suggests that it could strongly influence the appearance of the Highway 30 corridor, as well as define many of its primary features. At present, however, the river's direct influence in the corridor is very limited. Several communities, most notably St. Helens and Astoria, are located (at least in part) directly on the river and take advantage of its presence. Rainier also makes some use of its river location, and has the potential for a stronger link. For much of the corridor, however, the river is not visible and its influence is little felt by the traveler. Only one good quality overview is available, at Bradley State Park, and is not signed as such.

3. **Traveler accommodations are very limited throughout the corridor, including public or commercial camping.**

Travelers who wish to make more than one day's use of the corridor's recreational or other attractions have accommodations choices primarily in Astoria or Portland.

4. **Linkage among Highway 30 attractions is very limited.**

At present there is essentially no sense that the various attractions along the Highway 30 corridor are linked: that they share any common origins, purposes or significance. Although the river is clearly a strong geographic element in the corridor, its role as an attraction or with regard to any theme for the area is not clearly evident. At present the corridor does not obviously represent a scenic route.

5. **Interpretive signing in the corridor is very limited.**

Although a number of attractions, features and other subjects for interpretation exist, little interpretive signing is evident in the corridor. That which exists often suffers from problems with placement, maintenance, clarity and consistency.

6. **Directional signing often does not clearly indicate locations of and distances to attractions.**

Many communities and specific features in the corridor are signed, but often specific locations and distances to interesting features are not clear. Also, the interest or significance of an attraction is not evident from its directional signing.

7. **Strip commercial development has obscured significant attractions.**

Strip commercial development in Highway 30 communities has obscured or eliminated some of their unique character; in some cases this historical character still exists in other off-highway portions of the community. While these other community features may be of interest to travelers, signing often is not adequately clear regarding where such attractive areas may be found.

8. **The appeal of many locations is in their pastoral, low-key nature, often combined with a river location and historical significance.**

Most attractions in the highway 30 corridor which had substantial appeal to the reviewers are associated with the river in some manner -- either by location on it, specific association with it, or an explicit view of it -- and are pastoral, small scale, and include a historic component.

9. **Signing is important with respect to the interest in an attraction, but for most travelers is not the determining factor in whether they will stop.**

Situational factors, such at time available and established travel plans, are particularly important, as are the basic interests of the traveler. However signing is very important for guiding travelers to destinations which are of a type they are seeking, or attractions they are specifically seeking but do not know the location of.

Specific Findings Regarding Work Plan Objectives

The following are the questions which appeared in the original project solicitation, with responses pertaining directly to each question. The comments and recommendations contained in these responses are based on a) the specific findings of this study and b) an interpretation of these findings in terms of general principles of attractions development, signing and marketing.

Question: How do you make the tour valuable to the traveler through well designed, well presented, well written roadside information?

This is the over-riding question for the project and is best answered by the preliminary Roadside Information System specifications at the end of this chapter.

Question: How should roadside information be marked?

Clear, informative directional signing on Highway 30 seems to be the most important, with intermediate directional and interpretive signing following in significance. Travelers want to know where points of interest are located: what direction and how far. The current variety of signing in the highway right of way tends to lead to some confusion regarding the nature of attractions and their location, although travelers appear to appreciate the quality of information provided by the several different sign formats, even though these formats are not consistent with respect to format, size, color, font, etc.

Trailblazer signing also is useful, particularly as part of directional installations at the ends of the corridor or at any intersections where a route choice is necessary. Additional trailblazer signing helps enhance the image of the corridor as an attraction. If the corridor includes an adequate number of attractions, trailblazer signs could be used primarily in association with directional signing to these attractions.

Any interpretive signing installed in the highway right of way should include a pulloff or other design feature which allows travelers to stop comfortably enough to read the material and view the topic without undue stress created by nearby traffic.

The signing emphasis should be on clearly identifying features, directions and distance. Most travelers encountering signing in the corridor will not have collateral materials with them, even if they are available, and many will not necessarily be traveling the entire scenic route. Signing must stand alone, fully functional without reliance on information from other sources.

Specific recommendations regarding signing appears in the last section of this chapter.

Question: What is significant to the traveler?

Above all, travelers stop if they feel they have the time. Destination–oriented trips are less conducive to stopovers than those which are less strictly scheduled and/or oriented to a specific destination. Given available time, travelers along Highway 30 tend to be very interested in attractions that are located near or based on the river. Travelers are also interested in natural settings and the quiet, peaceful atmosphere associated with them, although the data show that they tend to spend their time largely in urban environments, such as St. Helens or Astoria. Ratings of attractiveness among reviewers indicate interest in a wide variety of attractions, suggesting that developing and maintaining a variety is important.

The reviewers express substantial interest (in terms of stated interest and expressed willingness to stop) in attractions consisting of small areas or subregions: the Astoria waterfront, Sauvie Island, the St. Helens Historic District. The primary exception to this is the Columbia River Maritime Museum, located on the Astoria waterfront. This pattern implies that clusters of specific points of interest which include a unifying theme (such as history or waterfront) are powerful magnets. Accordingly, careful attention should be paid to signing such locations, including some indication of the scope and nature of specific points of interest which each contains. Unifying features, such as walkways or trail systems, help cement the various elements together.

Other primary interests are for overlooks, historical sites or facilities, or for locations for recreation (such as swimming, boating or birdwatching). Overlooks should provide perspective on the primary features of the scenic corridor, to the extent possible.

Areas or locations of interest to travelers often include, or are associated with, urban services such as restaurants and retail establishments. Including commercial development in the area or close by helps provide opportunities for the purchases which generate local area economic benefits. Within the Highway 30 corridor, travelers interested in commercial areas tend to prefer low–key restaurants and shops.

Question: What is an adequate frequency of distribution for roadside interpretive information?

Traveler preference with regard to the number of desired attractions along a scenic route is primarily a function of the traveler's destination. Travelers with remote destinations tend to stop along the way at fewer attractions. Although no absolute best attractions frequency can be ascertained, several principles are appropriate:

- If the scenic corridor is to emphasize its rural, pastoral nature, limit urban development to existing urban areas, and take measures to preserve existing views, particularly of the river and other natural features.
- A variety of attractions is more important than a specific number. Travelers vary considerably with respect to what they enjoy. Try to provide a mix of points of interest.
- Avoid loading a corridor with any more attractions than those which attract attendance. Since traveler interest and attendance are difficult to predict in advance, adopt an incremental approach to scenic route development. Sign (or develop if necessary) those attractions which appear most interesting and which fit most closely with the authentic nature of the corridor. The Columbia River and historic features appear to the appropriate emphasis for Highway 30. From monitoring attendance and other indications of interest, incrementally add points of interest, through additional signing, development or use of collateral materials.

Question: What type of attractions should be signed, and the appropriate signing format and tone for each type.

Since there are many different types of attractions which appeal to travelers along Highway 30, a number of different types of attractions should be signed. The format and tone of these signs should also recognize these differences.

In general, all significant attractions should be signed in some manner. Travelers have two concerns. First, they like an adequate number of signs, both for identifying the attraction from the primary roadway and for locating the attraction if it is situated at some distance. Second, they would like enough information on the signs to indicate whether the attraction is likely to be of interest to them. Overall they like high quality and readable signs, which places substantial limits on the amount and detail of information which can be included and still maintain readability in a highway environment.

In order to most efficiently meet these demands, signing format should clearly identify each attraction in the corridor, employing one or more simple graphic, color or other sign design features, and also be consistent with other highway signing, as specified in a comprehensive sign system plan. The prototype information system specifications appearing below provide more detail on this topic.

Question: What type of signing will increase the appeal of an attraction.

The reviewers mentioned several aspects of the most appealing signing. In general they prefer signs with good information. With regard to guide signs they suggest specifying both direction and distance to an attraction. They express interest in what makes an attraction significant (such as its age, or its role in history) and suggest that as much information of this type be included on special place identification signs as possible.

Reviewers are also very interested in what the attraction consists of, and suggested additional informational or interpretive installations at a number of locations. Interpretation could be provided for a wide variety of features or topics, including an industrial skyline (Rainier), an overlook (Bradley State Park), or a waterfront (a variety of water-related businesses). Reviewers suggest that interpretative installations be appropriate to the scale of the location, and that they not dominate their setting. For locations with a number of associated points of interest -- which the reviewers tend to find particularly interesting -- signing explaining the scope, content, significance and location of various interesting features is appealing. Maps should be included wherever pertinent, and graphics would be desirable.

Question: Who is the audience?
Question: What should be the editorial tone?

Non-business travelers in Oregon, like travelers in most other locations, tend to have more than the average education and income, and many consist of either retired people or families. The majority are most interested in historical, geographical, cultural and recreational aspects of Oregon, with natural features typically considered the most important and desirable among Oregon's attractions. Most out-of-state travelers consider Oregon a regional destination through which they tour during their trip; relatively few travel specifically to a single location within the state. Oregon resident travelers, who typically take shorter trips within the state, are more destination-oriented.

Most travelers, because they are "sightseeing" as part of a trip which extends regionally, will be interested in scenic route attractions which require relatively little time to absorb. Typical lengths of stay at individual attractions would range from several minutes (for an interpretive marker, for example) to an hour or two.

Accordingly attractions signing should be clear, concise, and to the extent possible appeal both to older travelers and to children. Graphics, maps and other display material would be desirable. Long, uninterrupted tracts of text lacking an association with other display materials would be the least interesting. Material should be historically and otherwise accurate and as authentic to the site and situation as possible. Commercial messages should be avoided.

Question: How should routes be designated and signed to most effectively communicate the route's value to the traveler and draw them into the tour?

Suggestions from the reviewers pertaining to this question focus primarily on adopting some form of uniform attractions signing format and on identifying tour routes in collateral material. These issues are discussed in the responses to other questions.

Question: How can roadside information be designed to most effectively complement collateral material?

Complementarity would be a design consideration primarily for collateral material rather than attractions and their signing. Attractions development and the associated signing represent long-range and substantial capital investments, whereas most collateral material is relatively inexpensive and has a shorter "shelf life." A few approaches regarding attractions signing are useful, however.

The reviewers on several occasions brought up the usefulness of a brochure, map or other collateral material which a) lists the attractions in the corridor so that choices among them could be made, b) describes each in enough detail to explain its significance,

and c) shows the location of each. These suggestions typically included a sign format to help identify the listed attractions from the road and allow easy association between the attraction and its description in the collateral material.

The use of a numbered attractions system, with numbers on highway signs which are keyed to a map and brochure, was mentioned. Although this approach has some advantages, numbers on signs have the disadvantages of obsolescence (as attractions in a corridor change, correspondingly changing numbering sequences), and of requiring that the sign viewer have a copy of the appropriate collateral material in order to understand the highway sign.

Elements of a Prototype Roadside Information System

Signing priorities for scenic routes in other locations could be established through a data collection and analysis procedure similar to that used for this project. In any event, policies and priorities for signing should be based to the extent possible on an analysis of the features and attractions in a scenic corridor, their relative attractiveness to travelers, and their relationship to an overall theme or concept.

The following are specifications for components of an information system which will enhance the Highway 30 corridor as a scenic route. The emphasis is on strategic considerations and focuses on attractions identification and signing. Subsequent work in the corridor would focus on a) interpretation of specific, significant sites and material, b) sign design and placement, and c) the design and production of collateral materials.

Each of the sections below focuses first on Highway 30, and in some cases makes general comments pertaining to scenic routes in other locations.

Unifying Theme

The most significant elements of the Highway 30 corridor pertain to its history, the river, and its natural pastoral beauty. The theme used for the Oregon Historical Society programs in the corridor -- The Historic Route to the Sea -- is excellent. It represents elements of history, the river, a readily recognizable destination, and the fact that the attraction is a corridor. The phrase itself, however, lacks any specific reference to the Columbia River. Perhaps a simple reference in descriptive materials to "the Lower Columbia" would serve.

A unifying theme is particularly useful for any scenic corridor and should be established and applied whenever possible. Such a theme identifies for the traveler the significance of the corridor and its attractions, establishes a context for assessing the significance of features and attractions in the corridor, and increases the recognizability of individual attractions. It is not necessary for all attractions in the corridor to be consistent

with the theme; rather the theme should represent the dominant, authentic attraction of the corridor and represent to the visitor what the corridor offers.

Any unifying theme should be represented by signing or other means in the scenic route corridor in one or more locations where travelers can encounter it, as well as in any collateral materials prepared for the scenic route. Within the corridor the theme could be presented using a brief interpretive panel which appears at several locations as part of other interpretive or informational installations, perhaps combined with a map illustrating the corridor, its highway, and at least several of its most pertinent features.

Attractions/Points of Interest Selection:

The attractions or points of interest selected for signing should relate to the extent possible to the unifying theme, but can stand alone if they are significant and of interest to travelers or those seeking sites for recreation. Examples of non-historic but significant attractions in the Highway 30 corridor include the waterways at Clatskanie (for boating) and the various locations for wildlife observation. The corridor should include a variety of attractions with respect to type and size.

All significant clusters of points of interest should be carefully signed, both with respect to location and direction from the highway and with respect to internal organization and significance. Examples on Highway 30 are the Astoria waterfront, the St. Helens Historic District, and Sauvie Island.

Priorities for **additional** signing for those attractions which were reviewed as part of this project appear in Table VI-1. Priorities appear for three categories of signing. These priority ratings are based on the author's judgements after reviewing the data collected for this study. First is directional signing: how to locate the attraction, how far it is, etc. This generally is the role of conventional guide signs, but for the scenic corridor, special signing could be used. Second is signing specifying or indicating the specific type of interest the attraction represents. This is done in the highway corridor for some attractions by using a brown panel for a directional sign. Other approaches are possible, as discussed below. Third are priorities regarding additional interpretive or informational signing at the site of the attraction. Note that for certain well-developed and signed attractions, such as the Columbia River Maritime Museum, priorities are not the highest because existing signing is of good quality. Additional comments regarding sign design appear below.

Table VI-1
PRIORITIES FOR ADDITIONAL SIGNING
SELECTED HIGHWAY 30 ATTRACTIONS

Attraction	Additional Signing Importance (1=High) Direction /Location	Primary Interest	Interpretation /Local Guidance
Columbia River Maritime Museum	2	3	3
Columbia River Canoeing Site	1	1	1
Astoria Waterfront	1	2	1
Columbia River Overlook	1	1	1
Sauvie Island	3	1	1
Astoria Historic Home District	1	2	1
St. Helens Historic District	2	1	1
Westport (Ferry)	3	2	2
Trojan Nuclear Plant	3	3	3
Caples House	2	2	3
Svensen Island	3	3	2
Fort Astoria	2	3	1
Deer Island Historic Marker	2	3	1
Rainier City Park	2	2	1
Scappoose	3	3	3

Sign Design

Oregon currently has an established system for directional signing to scenic routes, as well as a format for scenic route signs. The latter are installed periodically along a route as identifiers.

With regard to identifying individual attractions in the corridor, two signing options currently exist. Brown panel directional signs are used throughout the Oregon highway system to identify places of interest. In situations where attractions could be signed separately from other destinations (that is, on a separate sign and not as one entry

on a larger sign), then each destination could be identified with such a sign. This approach would allow the traveler to readily identify -- on the basis of sign panel color -- significant points of interest along the scenic route.

The other signs currently used for attractions are Tourist Oriented Directional Signs (TODS). These are blue panel signs located on conventional roads which identify commercial attractions and destinations of specific interest to pleasure travelers. The costs of these signs are covered in part by the signed entity. These signs are not used as guide signs for other types of destinations. TODS provide identification through sign panel color, plus sign format to some degree.

Consistent, uniform use of either type of sign would provide the desirable level of consistency for identifying significant points of interest along the scenic route. To the extent possible the scenic route medallion -- used to periodically mark the route -- could be included on the same installation as the attractions sign. Using both of the above attractions sign formats, however, as is currently done, does not provide the advantages of easy recognition by travelers, and contributes to some degree to a "cluttered" sign environment. Developing a new attractions and/or scenic route sign design which mitigates these problems is desirable and should be undertaken if resources are available.

Content and Tone

Generalizations are difficult regarding sign content and tone due to the wide variety of attractions in the corridor. Some overall principals are evident, however.

- Treat topics in a respectful, straightforward, accurate and timeless manner, particularly historic topics. Avoid commercial content except at visitor information signing locations.
- Provide as much information as possible, subject to the constraints of sign legibility and clutter. Adopt a symbol system, for example, for all attractions which is similar to that used for recreational attractions.
- Work to generate a sense of unity throughout the corridor. For example, for Highway 30 add "date founded" to each city entrance sign. Provide interpretive and informational displays at selected points which use maps to illustrate the scope and significant points of interest.
- Adopt a signing system which allows a broad scope of sign size and content, ranging from large multi-panel interpretive or informational displays to medallions or small signs on individual structures or other features.

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APPENDICES

APPENDIX A
DATA COLLECTION INSTRUMENTS

ATTRACTIONS SIGNING ANALYSIS

Attraction: Sauvie Island	Disagree						Agree
This attraction is interesting.	1	2	3	4	5	6	7
There are enough signs for the attraction.	1	2	3	4	5	6	7
Current signing clearly shows where the attraction is located.	1	2	3	4	5	6	7
Current signs are clearly readable	1	2	3	4	5	6	7
Current signs are informative and useful.	1	2	3	4	5	6	7
Better signs would cause you to stop at the attraction.	1	2	3	4	5	6	7

Attraction: Scapoose	Disagree						Agree
This attraction is interesting.	1	2	3	4	5	6	7
There are enough signs for the attraction.	1	2	3	4	5	6	7
Current signing clearly shows where the attraction is located.	1	2	3	4	5	6	7
Current signs are clearly readable	1	2	3	4	5	6	7
Current signs are informative and useful.	1	2	3	4	5	6	7
Better signs would cause you to stop at the attraction.	1	2	3	4	5	6	7

Attraction: St. Helens Historic District	Disagree						Agree
This attraction is interesting.	1	2	3	4	5	6	7
There are enough signs for the attraction.	1	2	3	4	5	6	7
Current signing clearly shows where the attraction is located.	1	2	3	4	5	6	7
Current signs are clearly readable	1	2	3	4	5	6	7
Current signs are informative and useful.	1	2	3	4	5	6	7
Better signs would cause you to stop at the attraction.	1	2	3	4	5	6	7

Attraction: _____

1. What is most special or interesting here?

2. What detracts the most?

3. Is the signing good? How could it be improved?

4. What else could be changed to induce you to stop here?

APPENDIX B
RESEARCH METHODOLOGY REVIEW

The following is a review of the methodology used for collecting and analyzing the user attitude data on which much of this report is based. This material is intended to supplement the explanation and illustration of the research methodology which appears throughout the report.

The small group review and discussion technique provided valuable information which would be difficult to gather in any other way.

In-person review of features and attractions in the corridor by review group members provided the most clear and accurate representation of the features and attractions which they were asked to review. In addition, the "real time" discussion of these attractions among review group members provided a number of useful reactions and suggestions, some of which would probably not have emerged save for the discussion process.

The number of attractions which can be reviewed in this manner is limited.

For the review to occur within one day, a maximum of 15 attractions could be reviewed, as long as driving time between them is limited to 5 to 15 minutes. Limiting the review to 10 or 12 attractions will provide better quality data for each attraction. Two staff should be involved in the review, one to drive and one to conduct the review discussions and take notes.

Collecting at least some standardized data is useful.

The summary quantitative measures employed for this study worked very well for establishing the relative priorities for features and attractions signing. However, the four individual questions regarding signing adequacy did not differentiate among the various attractions to any great extent, and possibly could be reduced to one or two. In addition the final question, asking about whether additional signing would induce the reviewer to stop at the attraction, produced responses very similar to the first question and could be either revised or dropped.

Gather data from the largest sample which can be assembled.

The findings in this report are limited by a small sample which is only partially representative of Oregon travelers. To the extent possible the reviewer sample should represent both out-of-state and in-state travelers, and be as large as possible to provide for greater data reliability. It also could be desirable to structure the reviewer groups to

represent specific market areas or types of travelers. For example, first-time and repeat visitors could form separate groups.

Generally the time requirements for conducting on-the-road sessions such as those used for this study will limit the sample sizes for even the largest studies. If greater data reliability is desirable a larger traveler sample could be intercepted or contacted by mail and asked to fill out a questionnaire which includes the standardized questions. The latter respondents, however, would not necessarily be familiar with all the attractions which the research project covers.

Augment the review data with data from other sources.

Data regarding traffic patterns and trends, attractions attendance, traveler activities and preferences, and other information from previous research are all useful to augment the data collected through a review process. These data inform the scenic route planning process with regard to where scenic route users come from, what they prefer, and other information useful for establishing actions and priorities.

The participation of the local historical society was particularly valuable.

Historical society staff were very valuable for identifying pertinent themes for the scenic corridor, some of the most significant features and attractions, and for suggesting approaches to interpretation and directional signing. Trained historians also provide important assistance with judging the authenticity and significance of historical and other resources in the corridor. Such participation should be sought for each scenic corridor studied, and could be expanded to include managers of important resources in the area (eg., National Parks or U.S. Forest Service staff, state resource managers, or managers of commercial attractions).

☆U.S. GOVERNMENT PRINTING OFFICE: 1991 - 517-000/27259

Publication No. FHWA-ED-90-039
HEP-23/11-90(1M)QE